

SOUTHERN ARKANSAS UNIVERSITY
BOARD OF TRUSTEES MEETING
OCTOBER 13, 2015
Reynolds Center 210
1:00 PM

The Southern Arkansas University Board of Trustees met on Tuesday, October 13, 2015 in Reynolds 210 at 1:00 p.m. The following Board members were in attendance: Steve Keith, Vice Chairman, Edgar Lee, Secretary, David Nelson, and Lawrence Bearden. Others in attendance included Trey Berry, president of Southern Arkansas University, Roger Giles, Shawana Reed, Josh Kee, Donna Allen, Katherine Berry, Michael Westbrook, Aaron Street, Jasper Lewis, Corbet Lamkin, Robert Gunnels, Valerie Wilson, Barbara Hamilton, Diane Betts, David McLeane, Gaye Manning, Tim Wise, Brad Stout, Jeanne Franks, Rikki Turner, Joe Inscore, Banner News, and Mike McNeal, Magnolia Reporter.

[00:00:00.00] Steve Keith: I call this meeting to order. I appreciate everybody coming, Mike [McNeal], I appreciate you being here. At this time if you would like to take a minute to look at the minutes. I will give you time, if not, then we will ask for the motion to approve the minutes for August 7, 2015 and May 7, 2015.

[00:00:22.03] Edgar Lee: I move that we approve the minutes.

[00:00:23.03] Lawrence Bearden: Second.

[00:00:32.21] Steve Keith: Have a motion and second, everyone in favor say I.

[00:00:36.12] Lawrence Bearden: I

[00:00:36.12] Edgar Lee: I

[00:00:36.12] David Nelson: I

[00:00:36.12] Steve Keith: Those opposed. Motion carries.

[00:00:45.21] Steve Keith: At this time I want to turn the chair over to Dr. Berry for a small presentation.

[00:00:55.08] Trey Berry: As you all know today we are missing someone. Someone who is extremely dear to us, Mr. O.A. "Buddy" Franks not only served this Board, he served our community, and our region in so many ways. He will be greatly missed, not just today, but in years to come. He loved this institution, he loved our community, and today it is a very small token, but Jeanne, if you don't mind, would you mind coming up here. Just a very small token of our appreciation, we have a collage of just the wonderful moments that we had with you and Buddy over these many years and we wanted to present that to you today. And also, we want to present to you his gavel, so you can keep that, because he wielded this very well. Thank you and we wanted to make sure you are able to keep that for years to come. Thank you so much.

[00:02:05.25] Jeanne Franks: He did love SAU and he dearly loved serving on the Board.

[00:02:25.22] Steve Keith: You know it's tough, real tough losing Bill Stringfellow and Buddy Franks. I always thought that Bill Stringfellow was a Renaissance Man and Buddy was an oil man, rancher, horse trader, and business activist in town. Jeanne I tried to think of something and in no way can any of us replace Buddy or Bill. I tried to think of something that would be nice to say, and the only thing I could think of is - Bill and Buddy and myself, all three of us have good women in our lives. At this time we will turn the podium over to Dr. Berry for comments, president of Southern Arkansas University.

[00:03:23.19] Trey Berry: Thank you very much. Well it has been another productive semester already - these first few months. I just want to go over some things that have happened since our last meeting and again there have been many, many things. I will start off with actually last weekend. Last weekend was our homecoming, it was not just a homecoming, it was the 100th anniversary of homecoming. 1915 was our first one. In fact according to James Willis and his book, it was a rainy Thanksgiving in 1915 when the Magnolia Aggies took on the Monticello Boll Weevils and won. Well, we repeated it, we took on the Oklahoma Bisons and won. It was a great, great weekend. Lot of reunions here on campus. We saw a lot of people coming that haven't been back in 40, even 30, 25 years. It was wonderful to see a lot of people. Mulegating, record crowd there; football game, record crowd there. Record gate receipts - Shawana, you're happy about that? I will tell you that all of our gate receipts have exceeded expectations. So we have had a lot more people coming to our football games and our Mulegating. That is a great thing to see just to have all those people back on campus.

I will tell you also some academic news, Arc Ted Monroe farm, down on the Red River is extremely active. In fact, as we speak, right now they are harvesting soybeans. The combines are rolling right now and a lot of our agri students have really gone down and taken hold of that farm and have learned a lot. In fact, next week, they are going to have a big harvest celebration and a large number of our Agri students are going to down for that celebration on the Ted Monroe farm. It has been a great thing happening. Also, in front of you, you will see something that was worthy of your attention and that is Lockheed Martin has created an internship slot, just for SAU engineering students. That will start in the spring of 2016. We are really happy with that partnership and who knows where it will go from there, so we are really excited about that partnership.

Also you may have heard about this - we sent out a notice about it, but we were picked as the sixth most affordable college in the nation. Not Arkansas, not the south, but in the nation. Believe me, we are going to use that in recruitment. We really feel so fortunate and a recognition of how we have tried to keep our cost down over the years. I hope we can continue to do that and see where we might move up on that ranking. We are excited about that. We are also starting some new recruitment efforts. This is a picture of our latest foray into Cabot. We had a wonderful reception for teachers and students at Cabot High School. We had a great turnout. We are really focusing on Central Arkansas and trying to pave some new territory there, some new frontiers. So we are having some success there in Cabot, Jacksonville, Little Rock. We are also doing some target marketing through social media in those areas. Aaron Street and his team are doing some wonderful things there in target marketing (don't ask me how it works) but, it is working. And it has absolutely been wonderful. We are having some billboards in central Arkansas and everything, so we are trying to get exposure in some new

areas of the state. Of course the big news of today is what you guys are going to discuss in a few minutes, the possibility of new residence halls. This is just one mock-up of what it could look like. As you know we have been bursting at the seams as far as attendance and so we feel the time is right for new residence halls. What we are proposing is two halls; something like this that will be 132 beds in each hall, 264 total. We are looking at a site and if you look over here, you will see the football field, the track, this is straight across the street from the football field. It will be in that general area. The two blue buildings are the ones we are proposing to build first with a possible third if we are lucky enough to keep this enrollment growth going. The parking all along, around the side, parking that could have dual purpose, also helping us with parking at football games and things like that. That is our proposal and you guys will be looking at and examining the ground lease and I am going to say we are very fortunate to be partnering with our alumni association on this. They have been very gracious to help us in this endeavor. I want to thank David Butler for his leadership because that has helped us expedite this whole process; to have some dormitories and residence halls ready by the fall 2016. I will tell you we will need them for sure. There is an inside spec (refer to Powerpoint). It is dormitory style, it is not apartment style. We do have residence halls that are apartment style so the students that like that kind of living, we have that kind of living. This will be a dormitory style living as you can see.

Then fundraising, it has been very active. Josh Kee and his team have been very active in fundraising. I will tell you that over the third quarter of this year, our alumni giving has gone up 38 percent and our overall individual giving has gone up almost ten percent, just in the third quarter. There has been enormous activity going on. One of the things that Josh thought of and this is a wonderful thing. We heard something about this at a conference we went to in San Antonio, it's called "The Power of Five." In fact, that is Josh's idea. What we are looking at is our students, graduates that have only been out for five years. What we are asking them to do, is to give five dollars to SAU. That gets them in the pipeline, that starts us to be able to steward those students and to help the really feel good about giving back to the institution. We have already had great success with that. We had a table set-up at homecoming and we had a lot of our alums that have been out recently sign up and I will tell you it is all electronic. It is a campaign all in electronic form, nothing in print. It is all social media, twitter, other things like that and it is working, it is working very well. I will tell you also we're in the midst of receiving proposals about a feasibility study for a major fund raising campaign that we hope to launch this time next year. We will look at those feasibility studies from different agencies and see which will fit SAU the best and hopefully pick a group that will help us and direct us and help us raise some good, needed revenue for the institution. This is some of our recent grads here with the power of five (refer to Powerpoint). They have been very, very gracious of their time and resources. We had an El Dorado reception since our last time we met, which was very successful. We really want to increase our bond between El Dorado and Union County. We were expected to have about 120 people to come to the reception, we had over to 200 come to the reception. It was a great example of, not just alum but friends in El Dorado and we hope to capitalize in the future. We will this week be playing in the Murphy USA Classic against OBU in El Dorado and we will be Mulegating there on West Avenue. We are going to try to do as many new things with El Dorado to increase our relationship with them. That's all I have for my report. I think Dr. Lamkin has something to share as well.

[00:12:14.27] Corbet Lamkin: Thank you Dr. Berry. I would like to touch on economic development. The following economic development projects have been worked on since July 1, 2015. As you are aware of, the Lockheed Martin JLTV project we have gathered and provided information from various sources on buildings and land availability in various cities in the surrounding area. Lockheed was not awarded the contract, but they are in the appeals process. The appeal will take 100 days and if I have it calculated right, they should hear something in December whether or not their appeal is successful.

Aerojet Rocketdyne, we attended the ground breaking ceremony for their new Thad Building as well as the 12 megawatt solar field dedication. If you're not aware of it, their solar field is coming right along and should be finished by the end of the year. It is 180 acres of solar panels. If you get a chance to go by, it does make an impression on you. It looks like they are making hay while the sun shines, so to speak, because it was so wet the first month they were there. I am sure they thought they would never be able to get their panels out, but they did.

I attended a congressional reception for Arkansas Representative, Bruce Westerman, French Hill, Steve Womack and Louisiana Representative Steve Scalise. This was about two weeks before the JLTV announcement. All for Congressman were at the Highland house in East Camden.

We provided the USDA emergency watershed protection assistance information to Ouachita County, Robby McAdoo, at his request.

We Attended the Camden Area Chamber of Commerce, open membership meeting at the Camden-Fairview High School. We met with representative of the Fairview High School gym restoration committee and provided a tour of water systems in the area with Chase Emerson, representing Senator Bozeman's office and Ben Gilmore representing Senator Westerman's office.

We provided a tour of SAU-Tech to ADHE Director, Brent Powell, who has made it a point to visit all campuses in Arkansas and we were certainly blessed that we were early on his visitation schedule.

We provided a tour of the Highland Industrial Park with special attention on the Fire Training Academy to Chase Emerson and Ben Gilmore. They have an interest from the Congressional area of the Fire Academy and we responded to several senators and state representative.

Fundraising projects that we have worked on since July first at Tech: Woods Place soft opening monetary donations were given to the SAU Tech Foundation. The 2016 Star campaign employee giving to SAU Tech Foundation is underway and the Governor's Workforce Cabinet Aerospace Defense Sector Certification Pathways Planning Grant was awarded.

Any questions? Thank you.

[00:15:51.27] Steve Keith: Thank you Dr. Lamkin. We call on Dr. David Crouse to come forward and give a report on Academic Affairs items.

[00:16:03.18] Dr. David Crouse: I was not given anything to report.

[00:16:11.24] Trey Berry: I will tell you that we have a proposal before you about a new major here at SAU. It is in the computer science department. It is a major in Cyber Security and unfortunately for all of us, this is the major that is got to be "hot" as they say for our next generation of students. We think that will have a market in today's job market for these students and we think it will be attractive for this generation of students coming to SAU. That is what is before you as a new academic program at SAU. Any Questions?

[00:17:01.13] Steve Keith: We do need a motion to accept the new program in computer science Cyber Security Privacy option, Code Sheet 15-07 to add this to our curriculum.

[00:17:16.00] David Nelson: I make a motion to approve.

[00:17:20.09] Edgar Lee: Second.

[00:17:22.20] Steve Keith: Motion and second. All those in favor?

[00:17:26.14] David Nelson: I

[00:17:26.14] Edgar Lee: I

[00:17:26.14] Lawrence Bearden: I

[00:17:28.00] Steve Keith: Motion approved.

[00:17:41.28] Robert Gunnels: Mr. President and members of the Board, I was asked by Dr. Berry to kind of fill you in on some of the things we have been doing of Friday's since July. We appreciate Dr. Berry coming up on most Friday's since then to try to work on a strategic plan for SAU Tech moving forward. Some of those highlighted things we were really concentrating on is enrollment, to increase our enrollment and then to hold on to our students that we have in place, our retention. I am happy to report that after four years of a decline, we have flattened out this fall and we are only done 23 students from last fall. We hope we have hit bottom and with some of our plans it will start us in the other direction.

Some things we have talked about moving forward is developing some online program. We have a few programs that are fully online that we will market but also develop some others such as computer science for international students and help recruit those students. We have one international student, and Dr. Berry has offered a couple from SAU to come up and help us get on the phones and recruit those students. We think we will be able to attract quite a few new ones. We are also looking at restarting our Fordyce program. We tried several times to start some courses in Fordyce that never really succeeded. We haven't really pushed it as hard as we should have in terms of marketing and getting into the community so we are going to try that again for next fall. We are also looking into a "fast-track Friday" program that would allow individuals, mostly companies in the park are closed on Friday's and so Friday class schedule might be a benefit to the people that work in the park and allow them to complete courses and

programs on a fast-track. We have two new recruiters on campus, and we are really excited about those and the enthusiasm and personalities that they have. We feel they match really closely the two areas we are going to emphasize to recruit our high school-aged students but also start a new emphasis on adult-aged students. We now have three, including a new director, in that area. We are looking at program specific high school visits. To give you an example, Lakeside High School has a project "Lead the way in Engineering", Robotic Engineering. We have a Robotic Engineering program and we are looking at targeting specific courses to students to bring them down to campus to give them tours. Summer scholarships are a possibility. Pell, Federal Pell grants stopped several years ago and really hit us hard on our summer enrollment. There is a possibility that that may come back next summer but that is all up to the federal government and their budget. We all know how questionable that can be so it is a possibility. If that doesn't, we would look at some summer specific scholarships for students. Here this week we are having our first meeting to push a spring enrollment for adult students. That is something we have never done before. We would hold that in town at the Ross Center to attract students in the spring. We are in the process of completing a new wireless system on campus. One of the biggest complaints we were having from students was the lack of wireless connectivity and so we have invested in upgrading that. We are getting wonderful reports back from students that say it is working great. We have two grants that have been awarded: Arkansas NEG Grant and also, the State Workforce Planning Initiative Grant. Both are focusing on production technician and aerospace defense pre-employment for the park. The other thing I want to report on and I will let Mrs. Hamilton come up if she wants to start this way to give her report. We ran some data this summer that came back and showed us that we have 79 percent of our freshman students are first generation students, that means in their family, they are the first to ever go to college. That was really a shock to us because we never realized that was the case, which totally changes the way you approach the way you are serving those students and their expectations and even the terminology you can use. They can go home and ask their parents "what does this mean?" What do they mean by that? I think in approaching the way we serve those students and the way they need, will make a big impact on us as far as retention is concerned.

Mrs. Hamilton is going to give you a brief report from the administrative staff.

[00:22:39.20] Barbara Hamilton: Good afternoon. I am here to represent the administrative staff organization. The Administrative Staff Organization has selected a project called "Tech in Town." "Tech in Town" day is where college staff, students, and family members gather together and help beautify the downtown area of Camden before the Daffodil Festival held March 2016. The goal of this project is to promote and increase visibility of the college within the city and help attract students to the college. Kim Coker has met with Mayor Marie Trisollini of Camden. She was thrilled with the group's idea and has directed us to work with group called Keeping Camden Beautiful.

Also the Administrative Staff is working to secure discounts from businesses frequented by students to create a student discount card. We plan to use the discount cards as incentives for students who consistently attend classes or make some type of progress. We are hoping the cards will help with retention efforts. Comments or questions? Thank you.

[00:23:43.01] Robert Gunnels: One of the things we talked about in our Friday morning meetings

is trying to connect the college to Camden in a little stronger way since we were are located so far out of town. Not even a week later, the Administrative staff approached us with that idea so we are all thinking on the same page together at Tech. I was going to read the classified staff organization report. They were not able to send a representative today. As the classified state organization, we appreciate being at staff development in the fall and participating in ideas to help us move forward as an institution. We look forward to being more a part of the SAU system and having more involvement with SAU. Classified staff is feeling positive about the future under the new president and the new vision and the direction the campus is heading. We look forward to having more opportunities to share ideas, get more positive feedback, and come to viable solutions that will help us all feel included and valuable to our institution.

Now I am up to my part of the agenda. Two programs to present this afternoon. The first is in HVAC and E and I which stand for Heating, Ventilation, Air Conditioning and the E and I for Electronics and Instrumentation. Those two programs share a lot of common curriculum and they are also highly in demand. the HAVC turnover in industry has me really worried that there will not be a lot of people replaced that have that skill and at every workforce meeting I have been to recently where there has been industry representatives, everyone is saying they are in desperate need on the E and I technicians. We feel like that will be beneficial to our workforce area. And the other is Medical Office Management which would be under our office management degree as an emphasis. By the way the HVAC and E and I would be under our general technology as an emphasis. The medical office is also in demand and would be a unique program for South Arkansas. We ask for your approval to take to those to Higher Ed Board.

[00:25:53.01] Steve Keith: Do I have a motion?

[00:25:56.15] Lawrence Bearden: I move that we accept this programs. I recommend that we support them.

[00:25:55.24] David Nelson: I second

[00:26:06.13] Steve Keith: I have a motion and a second to approve this degree plan in HVAC, E and I, and Medical Office Management. All those in favor say I.

[00:26:14.20] Edgar Lee: I

[00:26:14.20] Lawrence Bearden: I

[00:26:14.20] David Nelson: I

[00:26:24.21] Steve Keith: At this time, we are going to convene into executive session. We will try to be brief.

The Board of Trustees went into in executive session at 1:28 p.m.

The Board of Trustees returned from executive session at 2:18 p.m.

[00:00:06.05] Steve Keith: [00:00:06.10] Steve Keith: We will reconvene. Thank you for our patience. Sorry it took a little bit longer. We will try to be brief again. We have before us a resolution authorizing Southern Arkansas University to enter into a ground lease with Southern Arkansas University Alumni for the purpose of construction of constructing dormitories.

[00:00:30.16] Edgar Lee: I move that we accept the resolution.

[00:00:34.17] David Nelson: Second.

[00:00:37.18] David Nelson: I

[00:00:37.18] Lawrence Bearden: I

[00:00:37.18] Edgar Lee: I

[00:00:38.18] Steve Keith: Motion approved.

[00:00:42.05] Steve Keith: We also have a resolution. For some time now we have owned the Laney farm. It is a Laney charitable trust. Right now it is with the Foundation. We want to do a resolution transferring this from the Foundation to Southern Arkansas University. We have been working on it for a good while but one piece we like, right Roger?

[00:01:13.29] Roger Giles: Yes, the May 7 meeting, you adopted the resolution accepting it from the Foundation. We have determined that we can't ride on the permit for a charitable gift annuity of the Foundation as they are a separate entity, so we have to apply for a charitable gift permit with the department of insurance. They require that the Board pass a resolution before they will process the application.

[00:01:46.08] Steve Keith: Can I get a motion?

[00:01:46.20] Lawrence Bearden: So moved.

[00:01:50.03] Edgar Lee: second.

[00:01:50.12] Steve Keith: Got a second to accept this resolution.

[00:01:54.12] Edgar Lee: I

[00:01:54.26] Lawrence Bearden: I

[00:01:54.26] David Nelson: I

[00:01:56.06] Steve Keith: All those opposed? Motion carries.

[00:02:02.27] Steve Keith: Finally, I need a motion to approve all personnel changes.

[00:02:07.10] David Nelson: So moved.

[00:02:09.12] Lawrence Bearden: Second

[00:02:10.17] Steve Keith: Got a motion and second to approve personnel changes. Motion approved.

[00:02:19.26] Steve Keith: Anything further? If not I ask for a motion to adjourn.

[00:02:23.15] David Nelson: Motion to adjourn.

[00:02:24.10] Edgar Lee: Second.

[00:02:25.08] Steve Keith: Thank you. Thank you for coming.

The meeting adjourned at 2:26 p.m.

La'Tricia Davis - Recorder of record.

W. Steve Keith, Secretary
Board of Trustees

Edgar Lee
Board of Trustees